Richard Plishka

Foodtown

Vitale Enterprises, Inc. • Foodtown Supermarkets
9 B Bi-State Plaza • 216 Old Tappan Road
Old Tappan, New Jersey 07675-7009
(201) 664-4941 • FAX (201) 664-2353

July 29,1997

To: All Store Managers

From: Rich Plishka

Subject: R J Reynolds Display Program

Managers,

We have signed a 1997 contract agreement with R J Reynolds Tobacco Company. All stores are authorized for RJR pack displays. **Each store should have two full price displays and one savings display on the selling counter.** If all of your displays are not in their proper place or inventory is low when the RJR Rep services your store, our monthly payment will be deleted. There is no reason for constant non-compliance on these racks, all stores should give their full cooperation to their RJR Representative.

If you have any questions about your contract agreement, give me a call.

Thank You,

Rich Plishka

51847 2077

Source: https://www.industrydocuments.ucsf.edu/docs/tyxy0000